

ORDER

KSNV

Orders
Order / Rev: 105939
Alt Order #: 06842091
Product Desc: HORSFORD 4 CONGRESS
Estimate: 1609
Flight Dates: 09/25/12 - 10/01/12
Original Date / Rev: 08/24/12 / 09/05/12
Order Type: GENERAL

Primary AE: Amy McCreary
Sales Office: BLPHI
Sales Region: National

Agency
Name: GMMB, Inc./ Washington D.C.
Buying Contact:
Billing Contact:
 Washington Harbor
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Horsford for Congress - *Revised*
Demographic: A35+
Product Codes: PLC02
Priority: SELECT PRIORITY CODE
Revenue Codes: POLITICAL/AGY, PCAN, GEN

New Business Thru:
Order Separation: 00:05:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	35	\$10,670.00	\$9,069.50
10/01/12	10/01/12	1	\$1,100.00	\$935.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	35	\$10,670.00	\$9,069.50	0.00
October 2012	1	\$1,100.00	\$935.00	0.00
Totals	36	\$11,770.00	\$10,004.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KSNV	31%	\$11,770.00
Market	100%	\$37,967.74

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	26%	\$9,871.61
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	16%	\$6,074.84
KTUD	1%	\$379.68
KVVU	18%	\$6,834.19
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	8%	\$3,037.42

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/25/12	09/28/12	M-F 5-6a WakeUp w/Wa@M	5-6a		-TWTF--	:30	1	\$90.004		0.00	NM	1	\$90.00

M-F 5-6a WakeUp w/Wagners

NEWS

Start Date End Date Weekdays Spots/Week Rate Rating

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/25/12	09/28/12	M-F 5-6a WakeUp w/Wa@M M-F 5-6a WakeUp w/Wagners	CM	5-6a	-TWTF--	:30	1	\$90.004		0.00	NM	1	\$90.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	-TWTF--	1		\$90.00		0.00						
E 2	KSNV	09/25/12	09/28/12	M-F 6-7a WakeUp w/Wa@M M-F 6-7a WakeUp w/Wagners	CM	6-7a	-TWTF--	:30	3	\$175.004		0.00	NM	3	\$525.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	-TWTF--	3		\$175.00		0.00						
E 3	KSNV	09/25/12	09/28/12	Today Show Today Show	CM	658a-9am	-TWTF--	:30	3	\$200.004		0.00	NM	3	\$600.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	-TWTF--	3		\$200.00		0.00						
E 4	KSNV	09/30/12	09/30/12	Meet the Press Meet the Press	CM	8a-9am	-----S	:30	1	\$1,300.003		0.00	NM	1	\$1,300.00
MEE THE PRESS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	-----S	1		\$1,300.00		0.00						
E 5	KSNV	09/30/12	09/30/12	Chris Matthews 9:30AM SM Chris Matthews SUN 9:30am	CM	9:30a-10a	-----S	:30	1	\$135.004		0.00	NM	1	\$135.00
CHRIS MATHEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	-----S	1		\$135.00		0.00						
E 6	KSNV	09/25/12	09/28/12	Rachael Ray Rachael Ray	CM	11am-12pm	-TWTF--	:30	1	\$80.004		0.00	NM	1	\$80.00
RACHEL RAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	-TWTF--	1		\$80.00		0.00						
E 7	KSNV	09/25/12	09/28/12	Noon News Noon News	CM	12-1230pm	-TWTF--	:30	2	\$125.004		0.00	NM	2	\$250.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	-TWTF--	2		\$125.00		0.00						
E 8	KSNV	09/25/12	09/28/12	The Agenda 1230pm The Agenda 1230pm	CM	1230-1p	-TWTF--	:30	2	\$100.003		0.00	NM	2	\$200.00
AGENDA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	-TWTF--	2		\$100.00		0.00						
E 9	KSNV	09/25/12	09/28/12	Dr. Phil Dr Phil	CM	3-4p	-TWTF--	:30	1	\$150.004		0.00	NM	1	\$150.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	-TWTF--	1		\$150.00		0.00						
E 10	KSNV	09/25/12	09/28/12	NEWS 3 at 4 (1 HOUR)CM 4PM NEWS (1 hour)	CM	4-5pm (4:00 PM-4:30 PM)	-TWTF--	:30	1	\$145.004		0.00	NM	1	\$145.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	-TWTF--	1		\$145.00		0.00						
E 11	KSNV	09/25/12	09/28/12	NEWS 3 at 4 (1 HOUR)CM 4PM NEWS (1 hour)	CM	4-5pm (4:30 PM-5:00 PM)	-TWTF--	:30	1	\$175.004		0.00	NM	1	\$175.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	-TWTF--	1		\$175.00		0.00						
E 12	KSNV	09/25/12	09/28/12	M-F Early News M-F Early News	CM	5-630p	-TWTF--	:30	3	\$250.004		0.00	NM	3	\$750.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	-TWTF--	3		\$250.00		0.00						
E 13	KSNV	09/25/12	09/28/12		CM	630-7pm	-TWTF--	:30	2	\$230.004		0.00	NM	2	\$460.00

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				M-F Jeopardy											
				M-F Jeopardy											
				JEOPARDY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/24/12	09/30/12	-TWTF--			2		\$230.00			0.00			
E 14	KSNV	09/25/12	09/28/12	M-F Wheel	CM	7-730pm	-TWTF--	:30	2	\$230.004		0.00	NM	2	\$460.00
				M-F Wheel of Fortune											
				WHEEL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/24/12	09/30/12	-TWTF--			2		\$230.00			0.00			
E 15	KSNV	09/25/12	09/28/12	Face to Face w/ Ralston	CM	730-758pm	-TWTF--	:30	2	\$125.004		0.00	NM	2	\$250.00
				Face to Face w/ J.Ralston											
				FACE TO FACE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/24/12	09/30/12	-TWTF--			2		\$125.00			0.00			
E 16	KSNV	09/29/12	09/29/12	Vegas Inc.	CM	6:30-8pm	-----S-	:30	1	\$100.004		0.00	NM	1	\$100.00
				Vegas Inc.											
				VEGAS INC											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S-			1		\$100.00			0.00			
E 17	KSNV	10/01/12	10/01/12	Mon PR 8-10p	CM	8-10pm	M-----	:30	1	\$1,100.004		0.00	NM	1	\$1,100.00
				Monday Prime 8-10pm											
				THE VOICE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----			1		\$1,100.00			0.00			
E 18	KSNV	09/30/12	09/30/12	NFL Football	CM	1P-9PM	-----S	:30	1	\$4,000.004		0.00	NM	1	\$4,000.00
				NFL Football											
				SUN NIGHT FTBL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S			1		\$4,000.00			0.00			
E 19	KSNV	09/25/12	09/28/12	M-F News 3 at Eleven	CM	11pm-1135pm	-TWTF--	:30	2	\$255.004		0.00	NM	2	\$510.00
				M-F News 3 at Eleven											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/24/12	09/30/12	-TWTF--			2		\$255.00			0.00			
E 20	KSNV	09/25/12	09/28/12	The Tonight Show	CM	1135p-1237a	-TWTF--	:30	2	\$110.004		0.00	NM	2	\$220.00
				Tonight Show											
				TONIGHT SHOW											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/24/12	09/30/12	-TWTF--			2		\$110.00			0.00			
E 21	KSNV	09/25/12	09/28/12	M-F Today Show III 4th H	CM	10am-11am	-TWTF--	:30	1	\$80.004		0.00	NM	1	\$80.00
				Today 4th Hour											
				TODAY SHOW III											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/24/12	09/30/12	-TWTF--			1		\$80.00			0.00			
E 22	KSNV	09/25/12	09/28/12	M-F Today Show II 3rd H	CM	9-10a	-TWTF--	:30	2	\$95.004		0.00	NM	2	\$190.00
				M-F Today Show II											
				TODAY SHOW II											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/24/12	09/30/12	-TWTF--			2		\$95.00			0.00			
													Totals	36	\$11,770.00